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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/043,699

01/09/2002

Carl R. Jacobs

52646-403USP

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7590

01/11/2005

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EXAMINER

BORISSOV, IGOR N

ART UNIT

PAPER NUMBER

3629

DATE MAILED: 01/11/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

10/043,699

Applicant(s)

JACOBS ET AL.

Examiner

Igor Borissov

Art Unit

3629

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 26 October 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-24 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-24 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

Amendment received on 10/26/2004 is acknowledged and entered. Claims 5-7, 8 and 11 have been amended. Claims 1-24 are currently pending in the application.

Claim Rejections under 35 USC § 112 have been withdrawn based on the applicant amendment.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-24 are rejected under 35 U.S.C. 102(e) as being anticipated by Struthers et al. (US 2003/0075600).

Struthers et al. (hereinafter Struthers) teaches a method and system for fuel dispenser having a guided customer transaction interface, comprising:

Claim 1. Fuel dispenser; a user interface; a display; and a controller which is operably coupled to the fuel dispenser and adapted to determine a manner in which a user will pay for said fuel, and further adapted to display information on the display as a function of the manner in which the user will pay for said fuel; wherein at least a portion of the display information is unrelated to the manner in which the user will pay to dispense fuel [0011]; [0045]; [0048] - [0050].

Claim 2. A network interface operably coupled to the controller and connectable to one or more programming providers; and wherein the controller is adapted to obtain

at least some of the displayed information from one or more of the programming providers [0045]; [0048] – [0050].

Claim 3. Said system as in claim 2, wherein a plurality of programming providers are operably coupled to the network interface; and wherein the controller is adapted to obtain at least some of the displayed information from a plurality of the programming providers [0045]; [0048] – [0050].

Claim 4. Said system, wherein said information is selected from the group consisting of advertising and Internet access [0045]; [0048] – [0050].

Claim 5. Struthers teaches said method, comprising: determining a manner in which a user of the system will pay to dispense fuel; obtaining information from one or more remote sources of information; and displaying the information on the display as a function of the manner in which the user will pay to dispense the fuel; wherein at least a portion of the information is unrelated to the manner in which the user will pay to dispense the fuel [0011]; [0045]; [0048] - [0050].

Furthermore, Struthers teaches:

Claim 6. Obtaining the displayed information from a plurality of remote sources of information [0045].

Claim 7. Obtaining the displayed information from a plurality of remote sources of information [0045]; [0048].

Claim 8. Obtaining at least some of the information from a plurality of remote sources of information; and selecting a subset of the information for display, according to the identity of the user [0058] – [0059].

Claims 9 and 10. Displaying information on the display as a function of the identity of the customer, customer's purchasing history and loyalty of the customer [0058] – [0059]. Information as to *preferred* customer is non-functional language and given no patentable weight. Non-functional descriptive material cannot render non-obvious an invention that would otherwise have been obvious. See: *In re Gulack* 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983) *In re Dembiczak* 175 F.3d 994, 1000, 50 USPQ2d 1614, 1618 (Fed. Cir. 1999).

Claim 11. Displaying information related to a vehicle of the user [0050].

Claim 12. Displaying information related to a vehicle of the user [0050].

Information as to *warranty information, servicing information, and manufacturer recall information for the customer's vehicle* is non functional language and given no patentable weight. Non-functional descriptive material cannot render non-obvious an invention that would otherwise have been obvious. See: *In re Gulack* 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983) *In re Dembiczak* 175 F.3d 994, 1000, 50 USPQ2d 1614, 1618 (Fed. Cir. 1999).

Claim 13. Displaying information on the display as a function of the display preferences for the user [0049].

Claims 14-19. Maintaining a database which comprises customer related information, including customer identifiers, sales history and product preferences [0058] – [0059]. The *specifics* of the customer related information is non-functional language and given no patentable weight. See: *In re Gulack* 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983) *In re Dembiczak* 175 F.3d 994, 1000, 50 USPQ2d 1614, 1618 (Fed. Cir. 1999).

Claim 20. Said method, wherein the customer data includes display preferences for the user [0049].

Claim 21. Retrieving one of the customer records associated with the user; and processing the associated customer record to determine what to display on the display [0058] – [0059].

Claims 22-23. Said method as in claim 7, wherein said information is selected from the group consisting of advertising and Internet access [0045]; [0048] – [0050]. Information as to *warranty information; servicing information; and manufacturer recall information* is non-functional language and given no patentable weight. The specifics of the customer related information is non-functional language and given no patentable weight. See: *In re Gulack* 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983) *In re Dembiczak* 175 F.3d 994, 1000, 50 USPQ2d 1614, 1618 (Fed. Cir. 1999).

Claim 24. Determining an identity of a user [0058].

Response to Arguments

Applicant's arguments filed 10/26/2004 have been fully considered but they are not persuasive.

In response to the applicant's argument that the instant application was filed prior to the filing date (September 30, 2002) of Struthers patent, it is noted that that the effective date of the Struthers patent is September 28, 2001.

In response to the applicant's argument that Struthers does not teach displaying information on the display *as a function of the manner in which the user will pay* to dispense fuel, it is noted that Struthers does, in fact, teach this feature. Specifically, Struthers teaches that a customer is presented (via a touch-activated display at the fuel dispenser) with transaction opportunities, which include not only offers to purchase but also offers to get cash, play a game, participate in a promotion, etc. Furthermore, Struthers teaches that in addition to transaction opportunities, the customer is presented with advertising promotions, wherein the customer can request to display more detailed merchandising information about offered specials [0011]; [0048].

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

Art Unit: 3629

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication should be directed to Igor Borissov at telephone number (703) 305-4649.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Receptionist whose telephone number is (703) 872-9306.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's Supervisor, John Weiss, can be reached at (703) 308-2702.

Any response to this action should be mailed to:

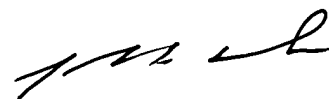
Commissioner of Patents and Trademarks

Washington D.C. 20231

or faxed to:

(703) 872-9306 [Official communications; including After Final
communications labeled "Box AF"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA, 7th floor receptionist.



JOHN G. WEISS
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3300

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1/05/2005